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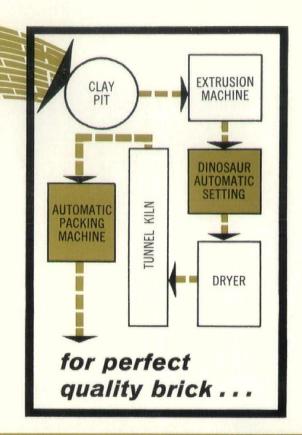
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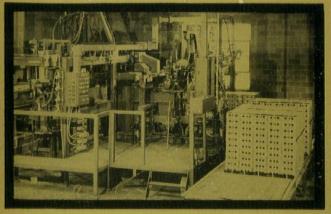
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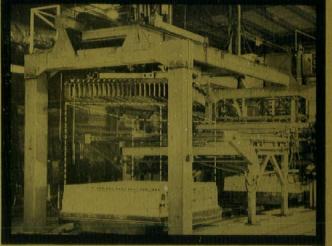
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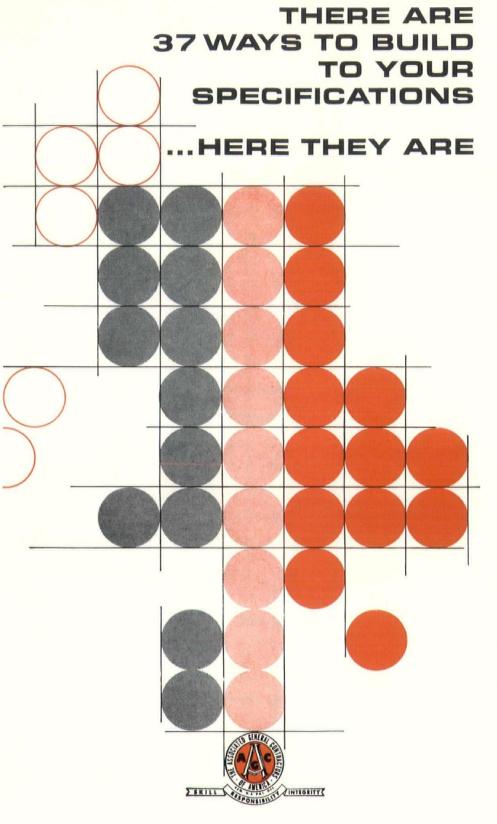


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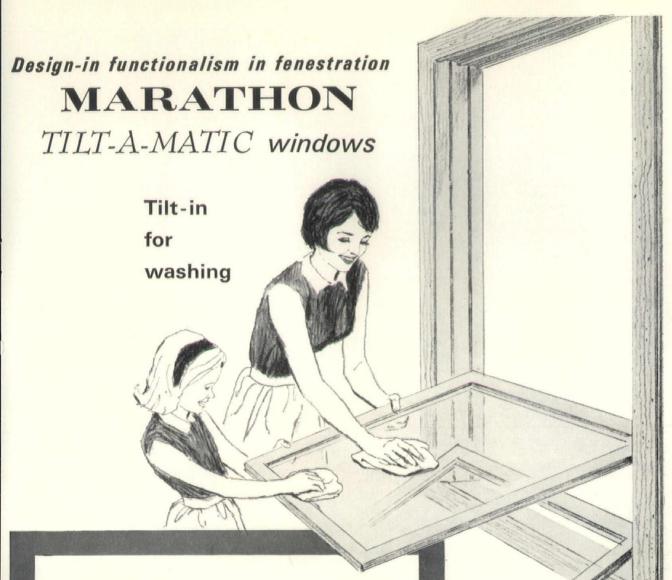


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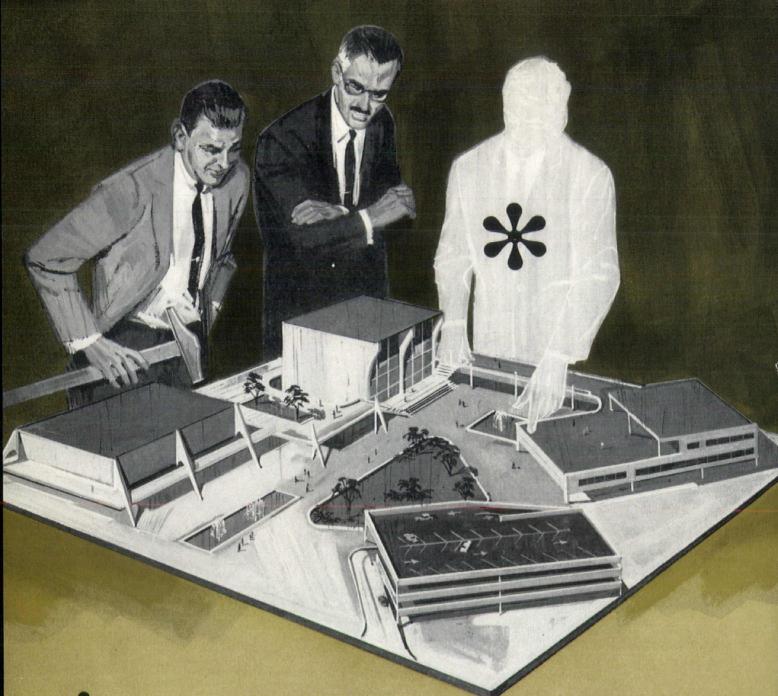


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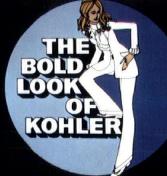
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June, 1969

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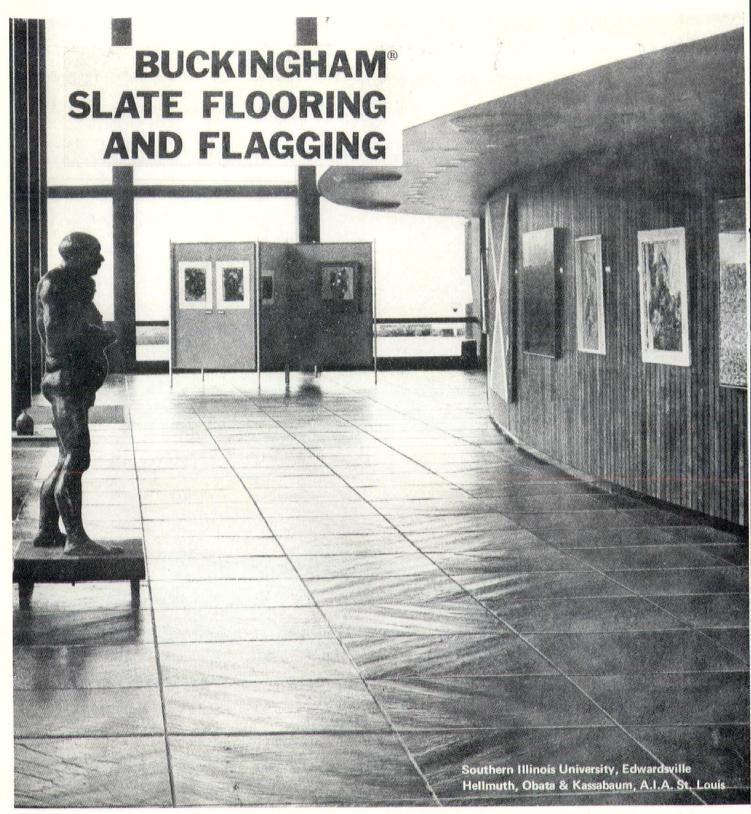
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Joseph H. Flad elected to College of Fellows



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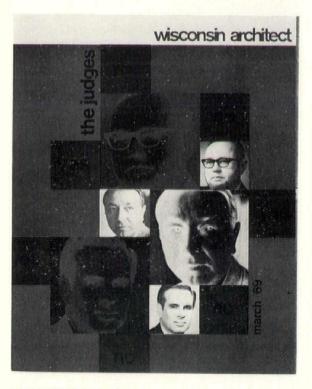
Merit Award for Wisconsin Architect

for the past 16 years, The Art Directors Club of Milwaukee has honored the best efforts of its members nd other Wisconsin visual communicators. This year, hey expanded the scope of the awards competition o include several important new categories, among them rganizational publications.

We are naturally very pleased to report that your magazine, VISCONSIN ARCHITECT, was selected for a merit ward for outstanding achievement in visual communications

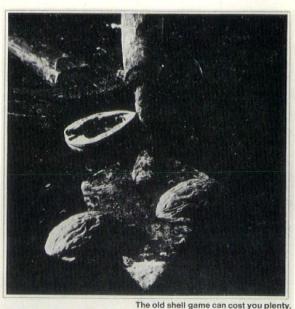
in the category of editorial and cover design. We are equally happy to report that Concrete Research, Inc. was given two merit awards for their inserts in WISCONSIN ARCHITECT in the February and March issues of this year.

John J. Reiss, our art director (see Jan. 1968 Wis. Arch.), is responsible for the cover and editorial design, Noel Spaengler, art director of Van Handel Agency designed the Concrete Research inserts. Congratulations!









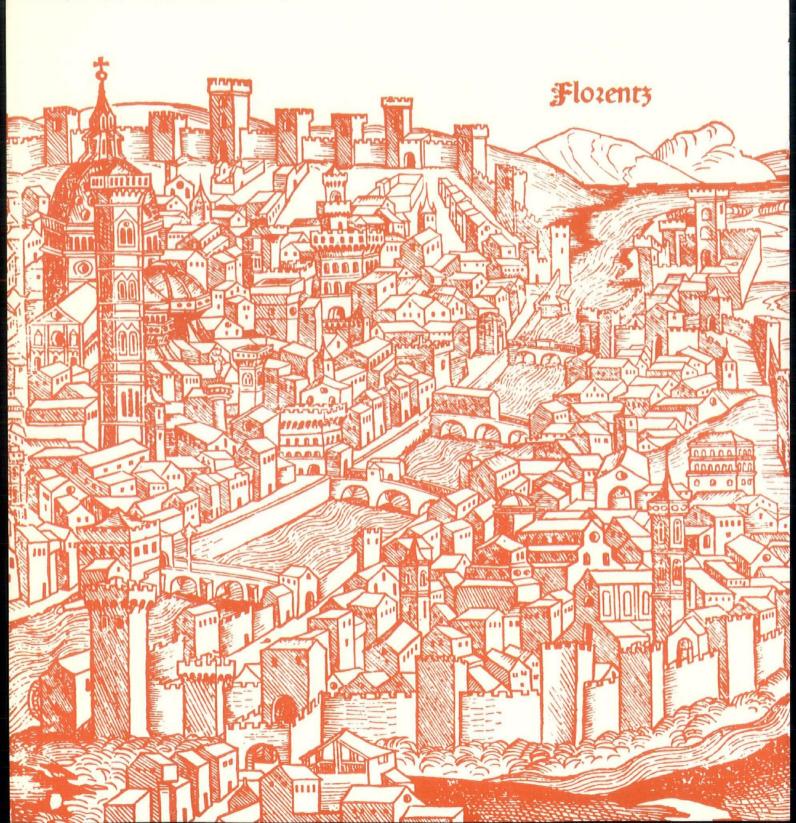
The old shell game can cost you plenty.

THE TOTAL CITY

George E. Kassabaum, FAIA

Of all assignments I have had, I find this afternoon's subject among the most difficult. I am supposed to set the stage for those who follow by defining the problems of the City. In one way this is easy, of course. For several years now, each week has found someone doing just what I am supposed to do. Pollution, poor housing, crime, unemployment, lousy schools, transportation, garbage, slums and ghettos, escape

to the suburbs by those who can and futility and frustration by those who can't, not enough money to do what must be done and a system of taxation that rewards obsolescense and penalizes improvements, and on and on and on. It's hard for me to believe you are not well aware by now that the City has many problems. As a citizen, you may place the City's problems well below your personal ones and



pretty low on your list of priorities, but I doubt if my saying you should move them to the top will suddenly transform you from a man who has an underdeveloped social conscience to one who has an active one.

As a citizen who happens to be an architect who happens to want to be admired and respected by his community and who happens to want to be sought by its leaders to be an important part of exciting and important projects a citizen, you should be very, very concerned and trying to do something about it. You've also heard that before. However, as I thought about my getting here at this moment, t seemed to me that, as an architect who happens to be a ritizen in a sick community, there is a unique set of ills that perhaps you are more qualified to help solve than just any ther concerned citizen. And maybe you haven't looked at hem. So it seems appropriate that we see if there are a few hings that architects can do more about than any of his neighbors. Now regardless of the strident scoldings from our nost vocal academic and student critics, there are just some f our cities' problems that cannot be solved by things that nan can build, and therefore, some problems that are more ogically in the province of others than the architect. Just as some of our most difficult clients are those who are eally frustrated but amateur architects, I suspect that rchitects, who are really amateur sociologists or amateur inthropologists, could be just as difficult and inefficient and ggravating and frustrating. So, I suggest that we not try o be all things to all men, but that we confess there are thers who have much to contribute and join with them o form a team that, with luck, might possibly ccomplish something.

f you have the temperament, the time and the energy, I uggest you try and be the leader of the team. If you aven't, swallow your pride, for the architect has much to ffer that is unique. If he isn't heard, I know of no one else who will say that intangible things are important — the ntangibles that can make a city a pleasant and fun and xciting and rewarding place to live in.

The future is uncertain at best, but one thing we know for ure — billions of dollars and billions of hours of effort will e spent on building things, and it will be a terrible, errible thing on the collective conscience of the architects, we let our timidity, our lethargy, our complacency, our ack of concern, our hardened conscience keep us from a rimary and deep involvement in finding a solution. and so, from the specialized view of an architect in 1969 s he is and not as he should be — it seems to me that here are three basic problems presented by our cities that, we could find an answer in time, would make us better repared to be a leading force in finding a solution. 'he first — to the credit of our profession, some of today's rchitects have been the first to realize it and understand ne implications of it — is that there really is no client to elp solve our City's problem. Our first contribution should e to find out how to design a client before we try and find ut how to design a City.

The Urban Design and Development Corporation, which as founded and funded by \$200,000.00 from the AIA thanks by your dues, is starting out to do just that for a major roject in Washington. The lessons learned from its false arts and failures will be channeled to you as fast as possible. ome of you may not quite know what I mean. I know every



City has a Mayor and a governing body and lots of Departments and Commissions and someone to sign your contract, but all of this does not add up to a client in a meaningful sense of the word. In the sense that there is someone who can agree on a priority of problems, quickly react to ideas and proposed solutions and approve immediate action. To be specific — in Washington for instance, there is a strong cross-axis to Pennsylvania Avenue with Howard University at one end, the Smithsonian at the other, and a new University and a burned-out ghetto in between. If all four proceed independently, the people whose daily lives are most affected certainly have no assurance that the best overall solution will be reached. If it is jointly developed, they at least have a better chance. But who is the client?

A Board composed of representatives of each? Probably, but who represents the burned out paighborhood? And can

but who represents the burned-out neighborhood? And can the representatives of Howard commit funds, give up or buy land or take any action without waiting for approvals of another Board? If this is the answer, the going back and forth could take years and could result in so many conflicting opinions that the solution would undoubtedly contain so many compromises that mediocrity is the best we could hope for. Years we don't have and mediocrity we don't need.

All of this becomes even more complex if you cross a boundary or two between cities, counties or states. We do need a client. We don't have one today. A client needs to be created. The AIA is working on it through the UDDC. You think about it. Maybe you will be the one to discover the answer.

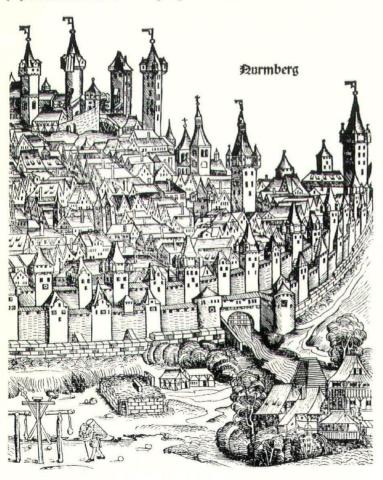
The second thing that makes our task more difficult is that we not only do not have a client, but the ones we have don't know what they really want, what they need, and we really can't back up our hunches, feelings and intuitions when it comes to understanding what it will take to make our cities better. Oh, we agree on broad generalities like social justice is better than social injustice, health is better than illness, etc., but since time is short and action is required, we need specifics not vague generalities, for something must be put

to work immediately.

Last week, I attended part of a meeting devoted to discussing new towns. Reston, Columbia, Irvine Ranch and a few others were presented. I am not being critical of these efforts because the men behind these gambles had the guts to try something but they are first steps, experiments, not the final answer. I said at this meeting, open space, planned development, economic balance, a good tax base and the separation of passenger and vehicular transportation may not be enough to make a City what it has to be to survive and must be if it is to permit satisfying life. My feelings and my hunches say that it is good to have these things, but are they essential?



Reston and Columbia are too new to tell us anything, but Radburn and Chatham Village are not. Before we blindly accept the formula we should know answers to questions such as: 'Are there fewer divorces in Radburn than in a typical subdivision? Less dope addiction among teenagers? More stability? Less neurotics? Would a neighborhood psychiatrist starve? Are people healthier? Are children



better equipped to make the world a better place or have they grown up so sheltered and protected that the real world confuses and baffles them? What we need is to know why—as the ad says—is Paris exciting and Frankfurt dull?' What we need to know is why have public housing projects failed? They are warmer, better lighted, better ventilated than the alternatives.

Many of today's architects think they have the answer but even they are handicapped by not being able to prove it. Very few scientists can persuade others to spend billions of dollars because they think they have a cure for cancer. And yet many architects are willing to ask for such a blind endorsement because they think they have solutions to the ills that plague our cities.

To some degree this is a hollow argument, for we will have to build next year without much information, but what I am asking for today is that each architect start thinking in term of evaluating your own work in this manner so that through the AIA the profession can be instrumental in finding the answers.

For the past year I have been talking to people in HUD about granting a research contract to the AIA to get something like this started, and I have now about decided I have been talking to the wrong ears. They are technology oriented and I fear are more concerned with quantity than they are with quality.

We may have to get legislation passed and funded establishing an architectural section of the National Scien Foundation. This won't be easy, but it seems important because somehow, someway the problems have suddenly become more important and critical. It seems foolish to plan to build twice as much as ever before without trying to learn something from the past, and yet this is most likely to happen. New knowledge may be later than it should be, but it is not too late.

The third problem is that we are a part of a process or an industry that is not capable of meeting the demand in its present form.





Now I know that this in many ways is not our fault, but it could be an opportunity. Our country could not build as many cars as it can without good planning. Planning we can do. However, it also could not have built as many cars as it has without good managing. And managing we don't do so well. But then no one else does either and that is an opportunity. He, who fills the void created by wants and inefficiency in our designing and building process, will be tomorrow's hero. The AIA's challenge, the profession's challenge and your challenge is to see that enough architect fill the void so that we all can say that the profession of architects can be counted and is essential.

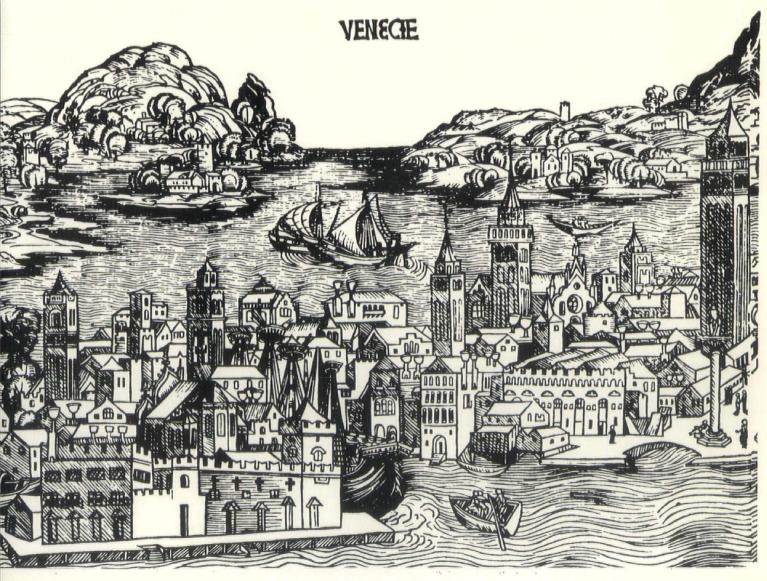
u and I may feel that we are essential now, but without re justification than we have now, we are only kidding selves. Your city may panic if your plumbers go on ike, but would there even be a tremor if its architects at on strike?

e man who can somehow bring order into the construction cess is as essential today as the man who can bring er into the environment. And if one man could do it h — utopia! The architect is the only general category t has a chance. So, we not only have an opportunity — have a responsibility — a responsibility to the public ich is an important part of being a professional man

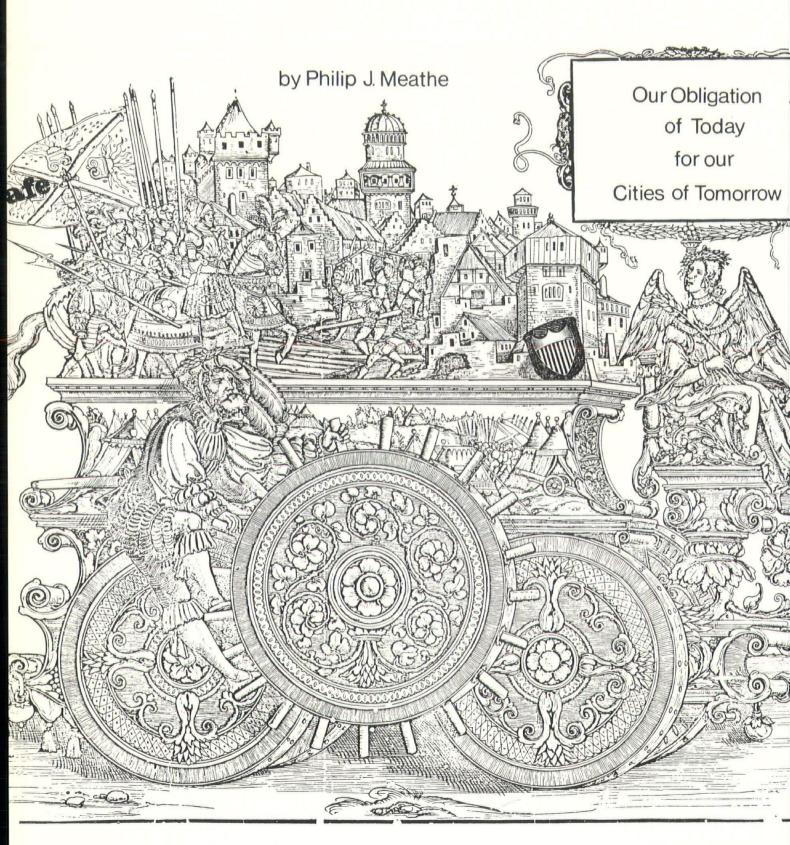
w do you do this? Four things: first, you re-adjust your a personal and educational priorities. The management ent is recognized as being as much a part of the definition in architect as the ability to design. Second, the profession nges its values so that this is recognized. Third, you ctice good management yourself and quit running your in business as if it were a hobby or a corner grocery store. If fourth, you go back with great enthusiasm and vigor sell this new talent to your community. If you

don't, someone without much appreciation for design, beauty, scale, texture and all of the other intangibles that make all the difference in the world — someone else without these values will.

The problem with today's architects and, in fact, the problem with most of today's smartest people is that they are content to study and define things without feeling any obligation, to propose a solution. The reason this is a problem today is that in a democracy, power is placed in the hands of men of action and not just in the hands of men who talk. This may be why some of your clients sometimes seem to pay more attention to the contractor on this project than they do to you or the city fathers pay more attention to a speculative developer. Their men act even if their goals are sometimes selfishly limited. The problem of our cities is that people with the wrong values are in charge. Real estate speculators, outdoor advertising people, highway engineers — they have more to say about our environment than do the majority of today's architects. Right now, who is controlling the future development of your community? 5 or 10 men? any architects? Your collective silence may be the biggest problem with our cities.



THE CREATIVE CITY





examining the current positions of many professions and professions, it seems to me that two positions represent "In Thinking" of today.

e extreme right houses those idiot/amateur sociologists became to feel that chaos is a cozy state of affairs and, ce, we should let things proceed as they are going. The extreme left talks about megatropolis and megastructures he thing "just around the corner" and, consequently, are as jabbering about the future Big Picture and are not ag involved in today's problems.

h extremes, coining a phrase of Peter Blake, are "copping" in their impressive ways.

rsonally feel, however, that there is a third approach ch is of a far greater value. This approach is not negative experimental in nature. It simply calls for today's fessional to use all the tools he possesses to incorporate esuccessful solutions we now have" to the problems—ay's cities.

should stop listening to the extreme groups who seem avor the defeatest attitude or those who want to destroy free enterprise system by:

To abolish our regional and national boundaries To outlaw the automobile

To stop the building of factories

To abolish our labor unions and

To place central governmental control over all private activities.

ieu of this why don't we start telling all the people who listen that a damn great ideal 20th Century City exists at now, even though not in one place. Its parts are reial in many places in America, in Europe, in Asia, in ica and in the Pacific. Each place is as democratic and enterprising as our own country.

norrow's city will consist of these different components ch now exist in isolation and have never been combined orm a single ideal modern city. What we must do now o put the ideal pieces together using our best professional skills to make our tomorrow's cities.

Like the medical profession, we must learn how to use "bits and pieces" as parts of our "jigsaw" puzzle; for example, heart transplants, polio vaccines. The point is that the medical profession uses these "bits and pieces" to make our personal life better and healthier. Hence, I'm convinced that if we, as the environmental specializers, use the knowledge gained from other successful component solutions (bits and pieces I call them), we will be able to tell today's citizens that tomorrow's city can be established rapidly and successfully, if they are willing to support the actions that are required. Let's examine these components of which I speak:

- 1. An overlapping system of circulation that separates pedestrians and cars has been created in Prague. Why can't it be done in Washington, Boston or Los Angeles.
- If Tivoli Gardens in Copenhagen can be made entirely safe and lively at all hours of the day and night, why can't this be done in our cities.
- If an ancient town of Urbino in Italy can restrict private automobile traffic in its center, why can't we do the same thing in our cities where the traffic tie-up becomes a nightmare.
- 4. If housing developments in Finland can be attractive, varied, cheerful and interesting, why do we allow our developments (in most cases) to look like monstrous junk.
- If Munich, Germany can develop pleasant pedestrian passages for shops, restaurants and offices right through the center of their cities, why can't we do the same thing in our cities.

These are a few examples and there are many many more. All of these things were accomplished within roughly the same economic and political framework under which we operate.

I suspect what we must first do is establish priorities, and if this is true, my priorities would be:

First, we must make our cities totally safe. Safe from punks,

hoods and radicals. Safe from polluted air and safe from a polluted landscape.

Second, we must untangle and sort out all our different kinds of traffic: the car, the bus, the train, the airplane, the rapid transit and the boat, and do it in such a way that clearly favors the pedestrian.

Third, we have to restore and encourage the reasons why cities have a superior place over and above suburbs. We must talk about the employment possibilities, our museums, our shops, our theaters, our symphonies, and the other vital parts of our cities.



These objectives of safer cities, better transportation and greater variety are fairly simple to achieve and have been achieved by others. The question now seems to be are we, as professionals, ready to fight for what we know must be done; and are we capable of preparing ourselves, professionally, to insure victory after the battle? What I have said up to this point has dealt with tomorrow's cities - now, what about our obligations of today? How can we span the chasm that seems to separate today and tomorrow? How can we employ what wisdom and technological knowledge we now have to create a better professional? Most of all, how can we better serve our communities and help provide an environment that gives all men, urban and rural, Protestant, Jew or Catholic, white or black, rich or poor a more satisfactory life? We all recognize that these questions have arisen because of the broad and decisive changes that are taking place around us. These changes are not small in magnitude, instead they are great and significant and are occurring at an accelerated pace. If these changes were charted, we soon become aware that the rate of change is almost a vertical line and no longer a gentle soft curve. Three examples stand out most dramatically in my mind to prove this statement:

1. Lawlessness:

Riots: Detroit, Cleveland, Baltimore, Washington Students: Columbia, Howard, California, Cornell

2. Technological breakout: Astronauts to the moon and back Time
Distance
Navigation
Human Environmental Control

3. Population changes:

Growth

Shift

Mobility of man

As an anology to the situation, which I believe is now occurring within our communities and our professions, may I state two quotes dear to my heart:

The first pertains to our profession or business.

Mr. L. Pierson said, "It is like a man rowing a boat up a stream, it has no choice—it must got ahead

or it will go back.

The second deals with our communities and our nation. Mr. Arnold Toynbee, the noted historian, has pointed ou that "19 out of 21 civilizations died from within, not by conquest from without. They died when civilization had no flags waving and no bands playing, and it happened slowly and in the dark when no one was aware of it. Apparently, no one cared either." I agree completely with these two statements, which I a sure many of you have read and seen. When people cease caring and become complacent about what they are doing or what others are doing or how they live, then danger to survival looms its ugly head. Consequently, when we, as the environmental profession who are in a period of unparalleled architectural and engineering affluence, become complacent about society's mass critical problem, our respective professions are placed in a hazardor position and we, as the environmental specializers, become subject to elimination or "take over". While our individual practices may vary widely, the problems are common to all of us. Likewise, I feel that if we can develop real and concrete answers for each of us - we not only benefit our own practices and society but also provide a new base of practice for those who follow after we leave.

I would now like to relate to you five examples of change that are now occurring in our firm and hopefully should occur in all offices. These changes are in areas which were not covered by any professional school curriculum twenty years ago when I graduated. Three of them didn't exist anywhere in the practical sense. They do exist today — and yet they are still unbelievably absent from most offices today.

The first and foremost change is the use of System Analysis and Systems Engineering as a part of our current professional "Tool Basket". This is a young discipline, and it is only now becoming stabilized, formalized

d even definable.

e second change is the full utilization of the computer if its application to our problems and the problems of clients. Here is a new and yet semi-mature "Tool scipline" of vital importance. It certainly is not beyond mastery if we only take the time and effort to learn w to master it.

e third change is the ancient art of economics. The nomics of how to run a modern complex business as Il as the economics of planning and designing complex jects for our clients. I feel that we must provide our ents with successful and profitable solutions to their blems if we are to serve them fully and faithfully. e fourth change of major concern to me is the development a team concept to produce outstanding environmental ented project; (1) within the shortest period of time, for the least amount of money and (3) with the ximum input from all disciplines. At SH&G we call s the "3-D's" — The Decision, Design & Delivery process. e fifth change (and perhaps the most important) is the relopment of our role as a civic activist. It is absolutely al that the Architect and Engineer of today help their nmunities, and indeed our nation, evolve logical ormed policies affecting our environment. now that there is some recognition of these changes, vever, I must also say we as professionals are derelict our responsibilities if we neglect developing and ng them to the ultimate.

rther, we must recognize that these five facets of our v professional practice, when developed in combination, drastic and will cause dislocating changes — changes to comfortable conditions of our current methods of ration.

til very recently few of us, if any, were concerned with stem Analysis and System Engineering; in fact, uestion if many even know the terms of how to apply them. It computer, fifteen years ago, was out of the question our use. But today, it is here and being used. Conomics' has been a word; and if we had a problem, usually hired a consultant or told a client it was our problem but his.

Team Concept inherent in the "3-D's" is not new. It father probably preached team spirit to you as a magneter. I know I tell my little leaguer the value of m spirit, so it must be with us professionals. need team-ism, not "I-ism".

ally, we should not despair of the world. Instead, we st be prepared to devote our time and energies to ags in the "public arena" that were once considered side our professional scope. No longer is the act outing sufficient, we must be a public activist to make

society aware of a coherent plan for meaningful urban reform. Now society is changing and whether we like it or not, with it comes advancing forces which require the environment professional to become well oriented in these five subjects and their application to the practice of our professions. We limited our professional horizon since these changes are also forcing us to accommodate and incorporate these new disciplines to our total "service portfolio" to our clients. We must hold ourselves accountable for knowing when and how to apply them to our problems, not solely because of our own practices, but also to help the "new crop" of professionals become better prepared for their problems in the 21st Century.

Briefly, let's discuss these changes I have mentioned: The first change, "Systems Analysis and System Engineering", are not new. They date back to the Rand

The first change, "Systems Analysis and System Engineering", are not new. They date back to the Rand Corporation's early work of 1948-1950. What these terms simply mean is "the intellectual technique of system analysis, simulation and operations research to problem solving". Objectives are stated in performance terms rather than in particular technologies or materials and inter-relations within a system is emphasized. Add to this cost parameters, and you have a specification which is a bid document. To accomplish this approach, usually these steps are required. These can be listed as:

(1) Performance requirements

(2) Performance criteria and

(3) Performance evaluation technique.



The second change is the computer and its total application. Unfortunately, some people confuse the computer as the panacea of all problems and do not recognize the inputs and outputs of its capability. We must start to understand the computer as a large library which is capable of retrieving all the information it stores. Further, we must understand the programming methods that we as professionals must develop to use the information we gather. The printout of the program must then be presented in such a way as to replace the energies that were formerly required under the manual method. Many useful programs have already been developed in our firm by all disciplines,

and yet, it is safe to say that the computer and its potential are still in the infancy stage. We must learn its true value and place that value in equal station with architectural design or other professional efforts we extend.



The third change is that of economics. We must develop a staff expertise in this discipline to enable our companies to accurately, and I stress accurately, inform our clients on all economic problems and decisions that will be required to produce a successful project of large magnitude. No successful transportation project, high rise project, urban renewal or land development project will ever be successfully accomplished without the full input of the economist informing us about the monetary variations which result when different variables are placed in different relationship depending upon the answers we suggest during the performance of our professional service. The fourth change I see is the creation of a true team required to expeditiously produce an outstanding project. The team members of the Owner, Architect, Planner, Engineer, Contractor and Manufacturer must work together from the start of a project to completion. They must be willing to participate under the leadership of a leader who, for a sake of a name, I call a Project Manager or, if you like, a "Team Coordinator". This manager or coordinator would harness all this talent to provide their inputs during the entire project and the project in turn would function in three continuous phases which are known as the Decision Phase, the Design Phase and the Delivery Phase.

We as Environmental Specialists cannot produce large and complex projects unless all our family of fellow professionals work as a team and further this team must be alert to change and must function with the precision of a fine swiss watch if we intend to provide the professional services which the forces of today's society are demanding. The last change which deals with the role of civic activist is, I believe, one of the major roles that the contemporary architect and engineer must play. I listed it last because of its primary importance. If we do not succeed in

this role, then our effort will collapse causing our other efforts to become an exercise in aimlessness.

For us to succeed, it is not necessary that we acquire great amounts of new information. On the contrary, it may only be necessary for us to combine the component I mentioned earlier and to resurrect some once honored traditions and use all of our resources of communication to re-educating the American people to them.

Our lack of public standards concerning land use, for example, lies at the root of many of our urban problems. Several generations of Americans have been educated to believe that property rights are more sacred than the public good. But this is an historical falsehood. In mucof early America, both tradition and law required property owners to subordinate their interests to those of the community, and it was these strong public standards which gave to the towns of New England the character and beauty which we marvel at today and which stands in marked contrast to the formlessness and ugliness of towns developed without a sense of community.

We as architects and engineers know this, and we must tell it to everyone who will listen. We have a responsib to inform our citizens and political leaders so that when they are concerned about land use problems they will not waste their time fighting the shadows of bogus traditi We can help our communities develop new and more flexible zoning regulations and building codes so that attractive urban communities and pleasant suburban town and villages can be created. A number of these new forms are now taking shape, and I am confident that they will succeed in attracting public attention because of the success in creating communities with which people can easily identify.

Further, I am convinced that the architects and enginee of today, as well as tomorrow, can do a better job, if they are determined to do so. Our civic activities them must be aimed at making the "best" professional create the "best" environment possible.

Finally, I would like to close with the following thought

developed by far greater men than I:

- It has been pointed out that a man's age can be measured by the degree of pain he feels when he comes in contact with a new idea.
- It is easy to dodge our responsibilities, but it is not easy to dodge the consequences of dodging our responsibilities; and finally
- 3. It's what we learn after we think we know it all that truly counts.

Thank you for the privilege and the opportunity to share my thoughts with you.

HE FUTURE CITY

erpts of the presentation given by George Anselevicius, n of the School of Architecture, Washington University.



s tour of the city is perhaps a little more difficult than others. First of all, it is very difficult to get pretty slides ture cities because they don't exist. Therefore, this will consist of glimpses, partially and imperfectly aling pleasing images which everyone of you will adjust rding to his past experiences, prejudices and biases. e talk about future cities, the ability of forecasting is ied. Unfortunately there is very little evidence that we that capability. If we look back, we realize that casting is not the most noticeable tool of architects and ners. As a matter of fact, very often the mark has not hit at all. So, before we talk about future cities, we of all must be able to develop a capacity for forecasting. re is, for instance, an organization in Washington, I eve it is called America of the Future, a group of scientists technologists who are trying to develop methods of easting. It is with these kinds of people that we should



take this trip of the future city

But let us try to find out what we do, architects, planners and urban designers. I think it is quite clear what an architect does. I think we sometimes think we do more than we actually do. We give form once the major decisions have been made. Architects have very little to do with major decisions. The urban designer, a new fashionable term that has come into being — one is not quite sure what he does — and the reason that he exists in a sense is, the planning profession had to move away from the physical aspects of designing. And then we have the planners who are in such complete confusion that we find it difficult to say what a planner is.

In many schools of planning there is no curriculum at all at this moment. I am not saying that this is wrong, it may be the thing to do today. It is typical at MIT. The curriculum is established by the person himself, to develop the area he is interested in. Planning is social, political, economical, legal and physical. The areas are vast and no one person has the time or capability to master them all....

The issue is not names, however, the issue is what tasks are to be done. I do not really care what is an architect, a planner or an urban designer. Some of the tasks will be done by all of them

Even more scientific oriented professions have trouble forecasting. It is not just in the field of architecture. But society will need all the help it can get

Architects' and planners' forecasts have been woefully wrong at times. You can just look at the pretty pictures that are lying in dusty cabinets in city planning commissions. These plans have not come through at all. We, as a profession, must be quite careful not to claim too much expertise in this area. It behooves us to be quite modest. We are already suspect today as a profession in taking leadership in city problems. As a matter of fact students of architecture are quite suspicious of their capabilities to take leadership in the area. And, therefore, we have to be careful before we demand leadership position in solving city problems. Perhaps we have to educate ourselves before we tackle the job

The reasons for being slightly suspect today; the architect, urban designer or physical planner, or whatever you call

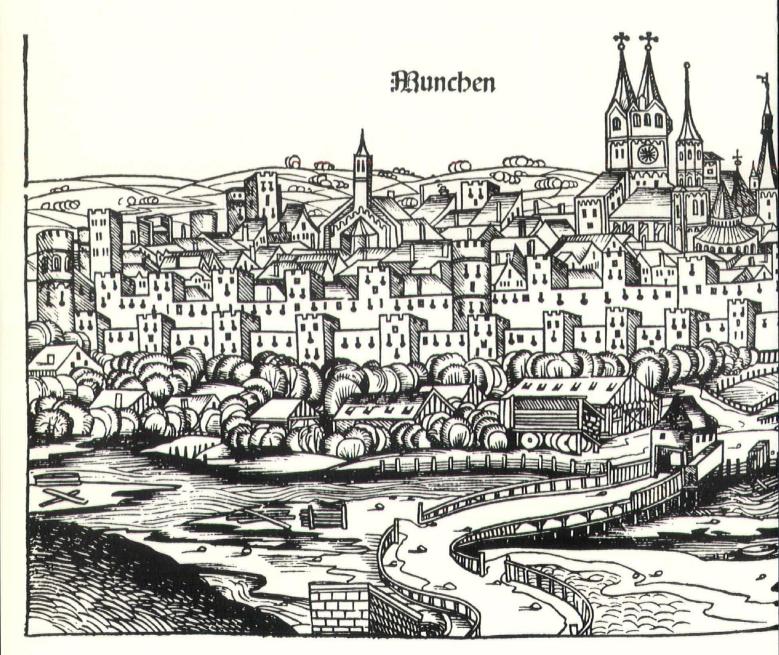


the man, are not prime movers. They are professionals who are working for profit, for a specific client We have to make a profit in order to survive. This is the structure of the profession and we work specifically for a specific client. There are planners, naturally, who are employed by broader groups, such as the establishment. But in most cases they are retained in an attempt to keep the status quo. They seldom represent specific groups of

concern. It is very interesting that the rioting on the university campuses has been involved with the position of the university planner. Architecture and planning has been the reason for some of the rioting, typically so at Columbia University. The students are accusing the university of imperialism because by expanding they throw out poor people from their housing

If we really are concerned about cities and broad questions, we must find methods for broad public service, the structure for which does not now exist

You can see today a movement for advocacy planning. An advocate planner is a person who goes into a neighborho and represents the people of the neighborhood directly and gives them a choice, or the capability of a choice . . . The second reason why we are suspect is the traditional view of the architect of seeing the city as an aesthetic object Finite, visually comprehensible. A form that can be grasped and controlled for aesthetic purposes. That is one of the great hang-ups. Aesthetics and beauty today are completed different from those of some time ago. Today's beauty is



open ended system. As architects and planners we have ablished, what I call, elitist values. With a populous rld this represents a problem. Perhaps this is where we ald look at the "pop" architects, as I call them. They are thaps trying to bridge the populous culture and populous tes of society with the elitist values that we as architects we held for too long. And at the same time, they also bring ertain kind of humor into a profession that ought to look itself not with a messianic complex

early the city as a finite aesthetic object has stood in our y. Before we are so sure what a city is we should look at other profession. A profession that is not interested in object but is interested in process — because the future y and the city today is process — it is a changing process. d there is one profession which is only concerned with cess and those are the biologists. They cannot invent the ect which we keep on inventing. They can only look at cess and are only interested in how things grow and the inge. It may very well be that deep insights can be gained in these people regarding the city

e term future in my estimate is an escape. We love, I nk, in the United States to escape into the future. That is onderful habit. We should recognize that what we are ng today is a part of the future as well... When we talk he city of the future, the responsibility is on your drawing and or in the city council right now. The idea that there ome shining city of the future is an escape. It does not st. Planning is suspect also in some ways, because in many es, planning has become a substitute for action...



e future city evokes certain images. These are some of m, space ships, futurist world in or under the sea, great gastructures hovering above existing cities, etc. The eresting thing about these images is that there are no ple. You cannot find a person in them. This is a world scape. These images have very little to do with people, y have to do with aesthetic objects

en we are trying to define the city, we are generally ting about two things, the population and the institutions. umbia new town was arguing there for a while whether y were a city or not. Of course, they insisted that they e all the institutions, political, social and others that a deserves. And therefore per se, they are a city. ditionally, the city has brought people together. People, ough finding desperate problems, remain in the city.... America we have a deep tradition from Jefferson, Emerson, Frank Lloyd Wright — of intellectuals who were against city. We have an anti-city tradition. The city was looked in by these people as evil, as opposed to the romantic intry side in which beauty and truth lay. The reason for is quite clear. Many of the immigrants came from the at cities in Europe that exploited people....



We live in America in a strange hate-love relationship with our cities. Some people believe we can continue in our course of action with minor adjustments. Such hopes are not appropriate. It seems to me that business as usual is not appropriate. The government commission on housing in 1968 states a target of 26 million houses in 10 years. With 6 million absolutely needed for low income groups. The handwriting is on the wall. We cannot even approximate it closely. This is a jolt compared to actual achievement. And this again is a matter of priority in our government. We simply have to face it, if we are concerned with better cities, the resources and priorities on how we spent money will have to be changed. There is no other choice. . . .

Nobody has the absolute concept regarding the city, we need more experiments in this area. The governmental political arrangements will have to be changed. They are outmoded in terms of taxation, planning powers and physical boundaries. . . .

While I believe that scientific aspects will deeply affect the future, I believe that the future city will be based on social change. In this social change we may see birth control accepted, family patterns will change, education will become a continuing rather than an isolated experience in man's life. . . .

It is sheer nonsense to expect that any human being has yet been able to attain such insights into the problems of society that it can really identify essential problems and determine how they should be solved. The systems in which we live are far too complicated for our intellectual powers and technology to understand. With the limited scope of our capabilities to solve the social problems we have a right to question whether any approach, systems approach, humanistic approach, artist approach, engineering approach is the right approach. There is no clear model of approach. A new approach of solving the problem of the city can only come about through re-allocation of resources.

Baedeker 69



Mr. Charles A. Blessing

The 20th convention of the Wisconsin Chapter, A.I.A., held at Lake Lawn Lodge in Delavan is by now history. Considering the two essential ingredients of a convention, namely, the professional program on one hand and the fun-part fellowship on the other, this convention was very successful indeed. Over 900, architects, their guests and exhibitors attended. Kudos for the men who conceived and organized this convention! The members of a combined committee, Dick Blake, chairman, Len Weiden, Gary Zimmerman, Jack Funck and Matt Gabel, architects, and Bill Smeaton of Concrete Research, Inc., Bill Helms of Northwestern Elevator Co., Bill Cooper of Kawneer, Tom Overchuck of Wisconsin Face Brick and Ken Kush of T. C. Esser Company, exhibitors, deserve our gratitude for their tremendous efforts from which we all benefitted. We have to agree with Bob Yarbro, President of the Wisconsin Chapter, A.I.A., who remarked: "We don't know how it is possible but every year our conventions are getting better!"

The professional program concerned the "number one problem" of our nation, the blight of the American city. The very distinguished panel of speakers, George Kassabaum, President of The American Institute of Architects, Philip Meathe, Executive Vice-President of Smith, Hinchman & Grylls, Associates, Architects, Charles A. Blessing, Director of City Planning for the City of Detroit, Elijah Pitts, offensive halfback for the Green Bay Packers and George Anselevicius, Dean of the School of Architecture at Washington University, explored the multi-problems of our cities from different point of views. Mr. Blessing described the situation as "do or die" for planning. He most urgently stressed the necessity of peoples' participation in the process of planning which he finds a patient and very often frustrating search. Mr. Kassabaum pointed out the great confusion as to our goals for our cities and hence no single appropriate and coordinated program of procedure. Mr. Meathe sees the

solution for the physical planning in combining existing knowledge and already available tools in technology. Elijal Pitts sees the essential problem of the city as being two different worlds. He strongly expressed his conviction that the people of the city shall have to communicate with each other as "one world' and not as two separate entities. The white world believing that all negroes are dumb, the black world believing that all whites are liars. George Anselevicius strongly believes that matters have to get wors before they are going to become any better. He sees the ne for re-allocation of our resources with the city being of the greatest priority. He also brought forth the thought that the elitist values of the past are clashing with the populous values of the Nineteen-Seventies, only deepening the alread gigantuan problems with which the cities are beset. If we all had heard about the serious situation of our cities, it certainly became depressingly so more clear during the convention, that business as usual has no place in our actio

It also became depressingly clear, that the rest of the world would have us believe that the architects per se "have to shoulder the blame" which is — to be charitable — pure nonsense.

The problems of the city are rooted in the system under which we operate. The problem sources are of social, political and economical nature and no one individual alone or one profession alone can either shoulder the blame nor find the methods of approach for a remedy. It is to be hoped that a of us heeded Mr. Kassabaum's suggestion that we become socially conscious and that we subordinate our own personanceds to those of the larger question of concern, the city!

While we regrettably have no possibility of reproducing the Baedeker world tour in color slides which Mr. Blessing presented, we are glad to reproduce the presentations of M Kassabaum, Mr. Meathe and excerpts of Dean Anselevicius thoughts! The fun-part fellowship is documented in the following pages.

Banquet



Bill Wenzler, the intense, concerned person, surprised every including himself, with a talent for warmhearted humor should be envied by a professional toastmaster. His remarks a warm, casual and unlike-banquet mood that was appreciated everyone.



meant this to be as dignified as it comes natural to Thomas chweiler," he cracked, and obviously Tom and Ethel agreed.



Elijah Pitts and Mrs. Wenzler both appreciated Bill's sense of humor.



bert Yarbro, President of the Chapter, can't believe what is ng on, while Mrs. Joseph Flad is simply delighted.



Mrs. Elijah Pitts (Ruth) taking a bow to which the audience warmly responded.



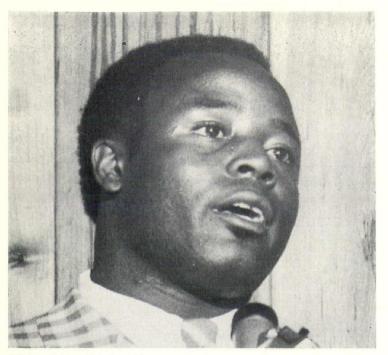
ish I wouldn't be that nervous. . . .



... and my legs would stop shaking. ...



People will have to get together on a personal basis and to start the foundation for mutual trust. . . .



Elijah is explaining his new business, a job placement agency on North Third Street. He intends this business to serve all people, black and white. But he found out that white people are reluctant to venture into his neighborhood....



The Reimar Franks and the Guerins are testing Reimar's aim as a rifleman.



Mrs. and Mr. Yamamato, State Architect, at the Honor Awards Luncheon.



Mr. and Mrs. Julius S. Sandstedt at the President's cocktail party.



Chairman of the convention Committee, Richard Blake, fas nating his audience, Mrs. Len Weiden and Elijah Pitts. . . .



while Mrs. Blake is saying "you are kidding Bob."



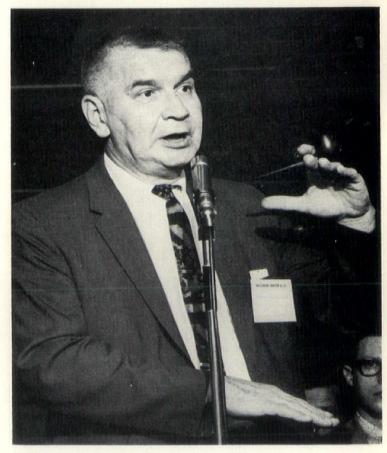
eorge Schuett, eminent gut bucket player charms his crowd, as usual.



hatever happened to John Brust?



an Wade, Mark Pfaller and Mrs. Wade who seems to be ving: "no posing please!"



Karel Yasko of GSA, Washington, talking to his constituents.



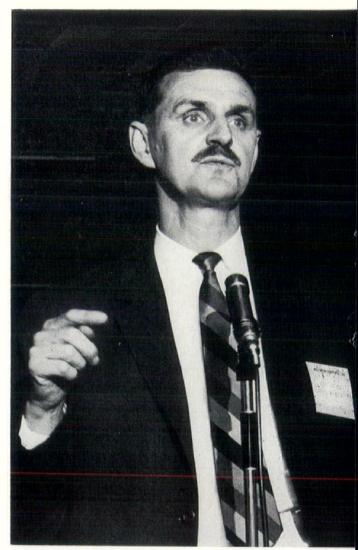
Wouldn't you wish you knew the joke these gentlemen shared? Dick Diedrich, Dean Wade, Mr. Blessing, Mr. and Mrs. Knapp in the background and Mark Pfaller.



Mrs. and Mr. Thomas Bertz with Mr. and Mrs. Lawrence Bray at the President's cocktail party.

During the convention of the Wisconsin Chapter, A.I.A., vice-president of the Western W.A.L., Mrs. E. John Knapp,





Matt Gabel, seriously involved in one of the seminars, Mr. Gal is a member of the convention committee.

(Maxine), presented a contribution of \$500 for the Wiscons Architects Foundation to immediate past president William P. Wenzler.

The donation represented the proceeds of a two-day art fair, the members of the Western W.A.L. organized during the latter part of March in Madison.

The W.A.L. art fair opened the artistic show-and-buy season for Madison and proved to be one of the season's best because of the wide range of art representeed and the wide range in prices.

A children's art section with work by and for the youngste was included and these prices were set so that small pocketbooks could afford them.

Well known artists from Madison and Milwaukee donated stitchery, pottery, wood works, collages, sand sculptures, water colors, oils, hand-blown glass pieces and beautifully crafted jewelry. Unusual easter eggs, hand mad flowers and other "goodies" were offered for sale. Members of the Western W.A.L. crafted their most cherished bakery recipes into ambrosial works of art. "It was a lot of work to organize the art fair," commented Maxine, and well can we imagine. Kudos to the girls for their ingenuity and their contribution to a most important cause . . . aiding our architectural students.

Winning Entries

hird Annual Architectural Press Photography Awards Program
ATEGORY 1 — Picture Story of One Building

ONOR AWARD

UGO GORSKI — Milwaukee Journal eries of 3 pictures. Two wooden staircases with wood carved alpit in center.

Comments of Judges:

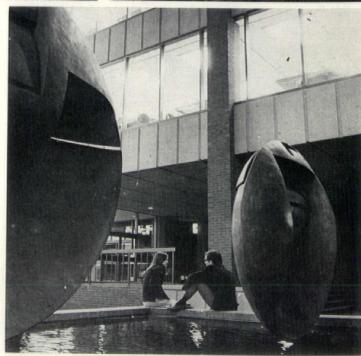
Photography is par excellence. Details some of finest and depth tremendous. Fine use of darkroom techniques.







recognition of the important contribution of architectural press otography, the Wisconsin Chapter, A.I.A. in cooperation with e Wisconsin Press Photographers Association, sponsors a arly Architectural Press Photography Awards program. I members of WPPA are eligible to enter their work in ree categories. Category I — Picture Story of One uilding; Category II — One Architectural Photograph; tegory III — Construction Photography. Hans H. Simmon, rtner in Boettcher and Simmon, Architects of ockford, was a member of the three-men jury. r. Simmon apprenticed in the construction trades as part his training at Hoehere Technische Lehranstalt, bexter, Germany, and is currently partner in charge of an development, coordination of design with structure d engineering in his firm. Fred F. James, Chief notographer, Rockford Newspapers Inc., also served on e jury. Mr. James has been a news photographer for years, starting in Chicago and joining the Rockford ewspapers 31 years ago. He has been chief photographer these papers for 19 years. He is a member of numerous ess photographers' associations and the recipient of veral photography awards from The Associated Press d Inland Press. Lloyd Bodoh, owner of Graphic Arts otography of Rockford, Illinois also was a member this year's jury. Mr. Bodoh's firm by reputation, is the most odern and progressive one in this area. His experience covers 23 ars in Advertising Illustrations and Architectural Photography. has received many awards from the Photographers Association America. Milwaukee Journal photographers made a clean eep of eight awards given by this year's jurors. ne awards were presented by Gary V. Zimmerman, isconsin Chapter, A.I.A. State Public Relations Chairman d Gerald Germanson, A.I.A., Chairman of the Wisconsin apter, A.I.A. WPPA Awards Program at the ospitality Night at the WPPA Annual Convention.



MERIT AWARD

RONALD M. OVERDAHL — Milwaukee Journal Study hall or library.

Comments of Judges:

Perspective and imagination used. Use of one human interest picture very effective. Use of prevailing lighting to the greatest advantage. Composition excellent.

CATEGORY II - Single Building

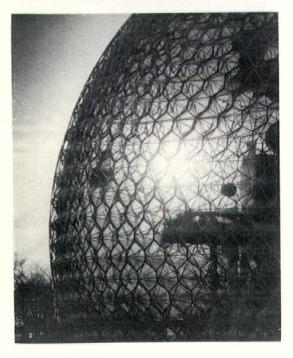
HONOR AWARD

NED VESPA — Milwaukee Journal Enclosed court scene with arches and statue.

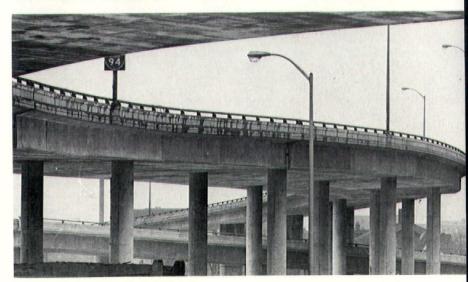
Comments of Judges:

The associate and diverse objects in the composition and the tone and textural values combine in intensifying the illustration.





MERIT AWARD



RONALD M. OVERDAHL—
Milwaukee Journal
U. S. Pavilion—Expo 1968 (left).
Comments of Judges: Back lighting of geometric pattern expresses excellent imagination in capturing this view.

HONORABLE MENTION

NED VESPA — Milwaukee Journa Route #94 highway entrance or ex (above).

Comments of Judges: Light extreme good — depth of field extremely goo

ATEGORY III — Construction

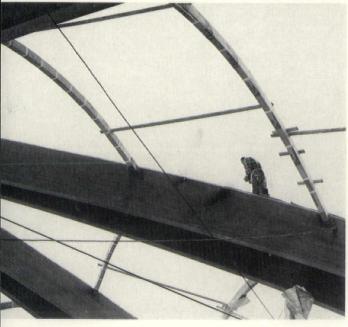
ONOR AWARD

OB NANDELL — Milwaukee Journal an working on deck of bridge with church steeple in back-ound upper left and boom of crane at right hand edge.

Comments of Judges:

An outstanding exterior photograph. Enlargement from a small negative gives mood of everyday heavy construction. Use of crane obliterates distasteful areas of photograph.





RIT AWARD



BOB NANDELL — Milwaukee Journal Workman standing on wood laminate arch (left). Comments of Judges: Very dramatic case of unusual viewpoint. Integrity of photograph verified by man in proper position for good composition.

HONORABLE MENTION

RONALD M. OVERDAHL — Milwaukee Journal Man peering over edge of building looking down at beams and girders (above).

awards luncheon

The honor awards luncheon, held yearly at the Wisconsin Chapter, A.I.A. convention, is a highlight of the program. Owners, contractors and architects receive certificates for "distinguished accomplishment in Architecture."

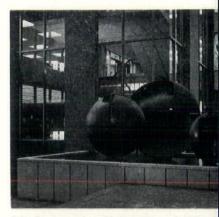








First Honor Award — Fred Loc Engineering Center. Karl O. Werwa President of the Milwaukee School Engineering, Gordon Pierce, Office of F hugh Scott — Architects and Arthur Or of Selzer-Ornst Company.



Merit Award — University of Wiscon Central Library, Milwaukee Camp Mark Gormley, Librarian, Don Ba Bauer Construction Company and Tho M. Slater of the Office of Fitzhugh S — Architects.



Merit Award — Fieldhouse, Pool at Classroom Addition, to Whitefish High School. Mr. George Dunlap, Cheman of the Building Committee and Pident of the School Board, Ralph Jar of Joseph P. Jansen Co. Thomas Briner of the Office of Fitzhugh Schrichtects.

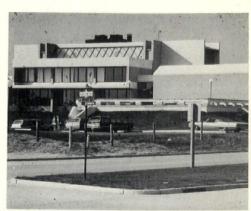








First Honor Award — Harry Steenbock Memorial Library. Walker L. Patton of the office of Weiler, Strang, McMullin and Associates, Inc., Architects, Jerry Spencer, Ralph Culbertson and Harold Hasting of J. H. Findorff & Son, Inc.



Merit Award — West Branch YMCA. Mr. Buck, Gustavs Martinsons of Peters and Martinsons, Architects and Mr. Dahl of John Dahl Construction Co.



Merit Award — City of Madison Fire Station No. 1. Ross Potter, project designer, John Findorf of J. H. Findorf & Son, Inc. and Nathaniel Sample.

consin architect/june, 1969

Award winning display booths

at the Wisconsin Chapter, A.I.A. Convention

The following displays were awarded citations for their educational, well planned and informative exhibit booths at the 1969 convention.



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Wisconsin Prestressed/Precast Concrete Association



Concrete Research, Inc.



Kohler Company



American Saint Gobin Corp.

Exhibitors gallery



O. Brasser and L. A. Chase chatting with Norm Sommers the Kohler Company booth.



ry Nelson, Larry Daniels and Jim Plunkett in Stickler & sociates booth.



lliam C. Kuhnke and Rush Wikens.



Gene Boldt and Bud Rosier in Verhalen space.



Jack Curtis shakes hands with Sheldon Segel, as T. C. Esser staff approves.



Norman Armour showing President of Wisconsin Architect, Inc. Willis Leenhouts the newest in windows.



Bill Butz with George Schuett.



Don and Mrs. Polkinghome tell Al Creekmur, Dick Stoll and Jim Wanie a good joke.



Wally Lenz with E. John Knapp.



Larrie S. Calvert of Halquist Stone.



L. W. Nicholson with Dan Reginato.



Bernie Olson with Sheldon Segel.



Bill Smeaton listens to Chuck Harper with Ron Hane.



G. Artz with Maurice Merlau.



itech booth



n Schaetz, Architectural Building Products with Mark Pfaller.



Bob Marrison, Warren Berentson and Bill Garrison.



Allen Strang doing his thing in Northwestern Elevator Booth.



Mickey and Robert W. Gipp with Jim Michel.



Dick Hagen of Duwe Precast.



Larry Niederhofer, Jack Douthitt, Joe Klein, Pete Kobishop, Don Jamburg, and Robert Erdman.



Dan Basemen, Vern Basemen, Sandy Wilson and Bob Dahlgren.



Conrad Hans listening to Warren Panaher.



A. T. Krueger with Ken Brede.



Ken Smith, Edwin Wagner, Wendell H. Isley and Jim Smith.



Bev Segel with Kurt Aleithe.



Page H. Johnson with Karl Olsen.

waf



rothy Schweitzer, Executive Secretary of The Wisconsin chitects Foundation for the past 10 years, was nored by the Wisconsin Chapter, A.I.A. at the banquet its 20th convention. She received a citation with the lowing wording: "In recognition of many years of severance and dedication to The Wisconsin Architects undation. Her efforts to promote the Profession of chitecture through this organization are singularly ective." (see April '69 Wisconsin Architect, page 24.)

nual Meeting

Dorothy Schweitzer, Executive Secretary

e Sixteenth Annual Meeting of Wisconsin Architects undation was held on May 8th at Lake Lawn Lodge, lavan, Wisconsin at the time of the Wisconsin apter AIA Convention. William P. Wenzler stepped wn as President after having served two years. He ered a number of recommendations for future consideration ich should be helpful in both the administration of the undation and the imminent fund drive for the new nool of Architecture.

airman, Fund Drive

Wenzler announced that Roger M. Herbst, Milwaukee, I consented to serve as chairman of the fund drive nmittee. As a former President of the Foundation, Herbst had authored the letter of intention, tober 1965, which had pledged to the University of sconsin both monetary and other aids by the undation in support of a School of Architecture. erefore, it is most fitting that Mr. Herbst should assume responsibility of carrying out these pledges. Il cooperation was voiced by the Directors present. W Officers

en J. Strang FAIA, Madison, was elected as the new esident of the Foundation by unanimous vote. sumption of his responsibility was immediate. rry Bogner, Milwaukee, former Secretary-Treasurer, selevated to the Vice Presidency. E. William Johnson,

Milwaukee, was elected Secretary-Treasurer.

New Directors

Two new Directors, approved by the State Chapter Executive Committee, were welcomed, namely Clinton Mochon, Milwaukee, to serve a 3-year term replacing Maynard W. Meyer, Milwaukee, whose second consecutive term had expired; Lawrence E. Bray, Sheboygan, to complete two years of the unexpired term of Grant Paul, Eau Claire, who had resigned.

Contribution - WAL-Western Division

Mrs. E. John Knapp, Madison, President of WAL-Western Division, made a gracious presentation at the Foundation's meeting of a contribution of \$500. This was a share of the proceeds of fund-raising in Madison by means of a successful Art Show on May 29th and 30th. The amount of this contribution brings the total to \$2,675. over the past eight years, all monies intended for student aid.

Trauma

The threat of severe budget cutting by the Joint Finance Committee of the Wisconsin Legislature, beyond the bare bones assessment and recommendation of Governor Warren P. Knowles based on University System requirements for the next biennium, raised consternation to a point of incredibility in many quarters. The particularly drastic treatment of UWM needs led Chancellor J. Martin Klotsche to warn that the newest courses there might have to go, with particular reference to the new School of Architecture. This caused panic in the hearts of those who had worked for years to establish this greatly needed professional education facility, the students already enrolled, and Dean John W. Wade whose conscientious work had developed a curriculum, widely published and acclaimed, and a promising nucleus of a faculty.

While at this writing, in early May, there is some assurance that the new School will be "funded", whether the appropriation will be adequate is unknown, and unknown, also, is the final action the State Legislators will take when the Joint Finance Committee's recommendations are reviewed.

The Wisconsin Chapter AIA Executive Committee went into immediate action thru state-wide news releases, and individual Chapter members exerted whatever persuasion was possible in pressing the need of preserving the new School which had actually been established by legislative action in 1967.

The Editor of WISCONSIN ARCHITECT published in the May issue an eloquent editorial of substantiation. We sincerely trust that this strongly documented appeal, as well as those of the Chapter, will sway the law-makers in their final decision.

The Foundation, in a separate contact letter to key influential individuals, listed plainly the concerns that the Joint Finance Committee, as well as the rest of the Legislators, must take into account in evaluating the crisis that faces the new School. Also incorporated in the letter was the Foundation's commitment of financial assistance "over and above the basic operational necessities which must be borne by the State."

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PROFESSIONAL ASSOCIATE

Bruce D. Jackson

BORN: December 27, 1934 RESIDES: Waukesha, Wisconsin FIRM: Schuett-Erdmann & Grav.

Architects, Milwaukee

New Member

ASSOCIATE

Alexandru Frunza BORN: June 8, 1921

RESIDES: Madison, Wisconsin FIRM: Potter, Lawson, Findlay &

Pawlowsky, Inc., Madison Received "Diploma Bachelor of

Science" From Industrial Lyceum,

Chisinau, Roumania New Member

David E. Haley

BORN: March 11, 1945

Resides: Sun Prairie, Wisconsin FIRM: Potter, Lawson, Findlay &

Pawlowsky, Inc., Madison

Degree: Bach. of Arch. - Illinois

Institute of Technology

New Member

Arlan K. Kay

BORN: March 8, 1943

RESIDES: Madison, Wisconsin

FIRM: Ames-Torkelson & Associates,

Madison

Degree: Bach. of Arch. - Iowa State

University

Lloyd A. Karlsrud

BORN: October 14, 1924

RESIDES: Milwaukee, Wisconsin

FIRM: Carl Lloyd Ames & Associates,

Inc

New Member

Thomas J. Miron

BORN: November 21, 1941

RESIDES: Oshkosh, Wisconsin FIRM: Sandstedt, Knoop and Yarbro,

Oshkosh, Wisconsin

DEGREE: Bach. of Arch. - University

of Illinois

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William M. Quade

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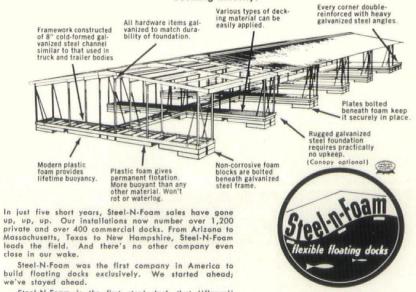
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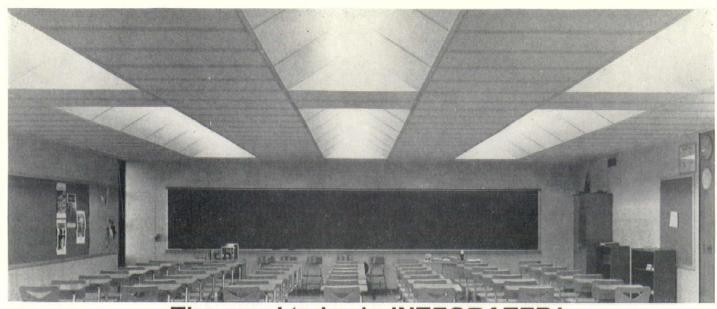
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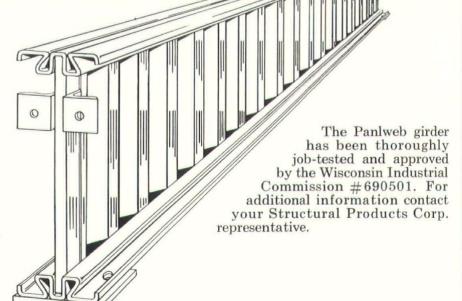
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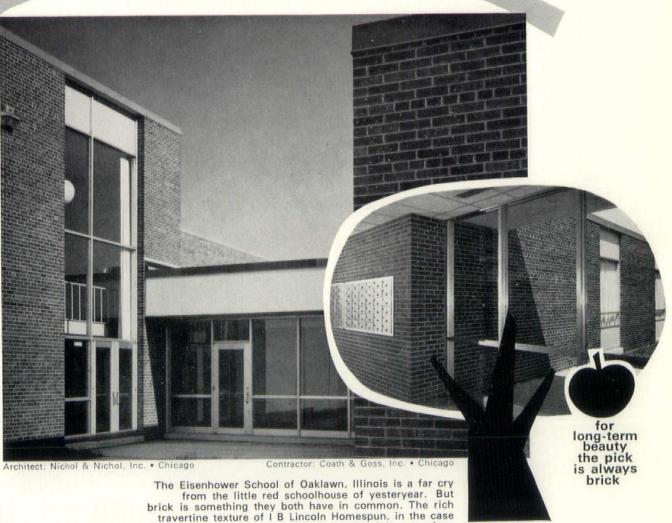
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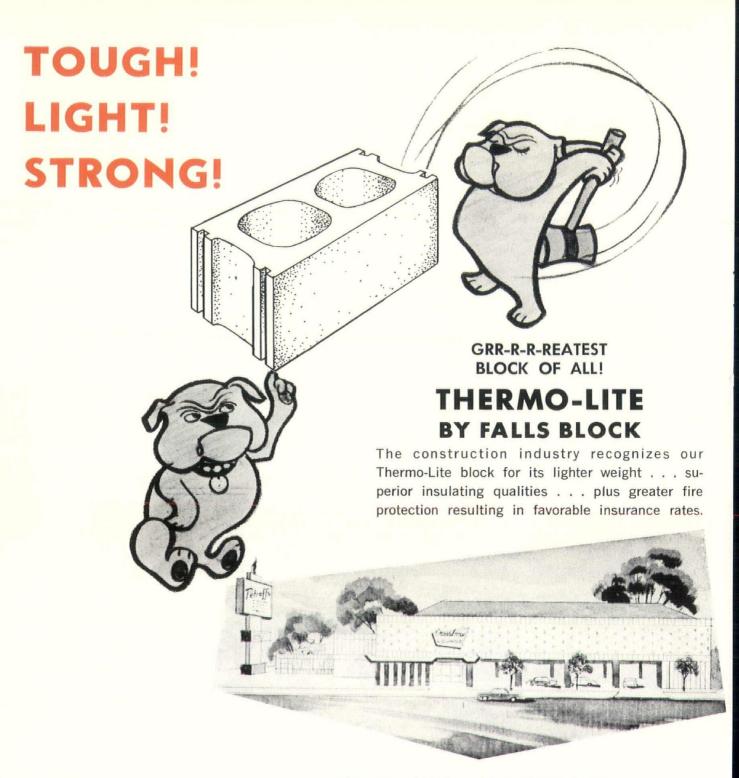
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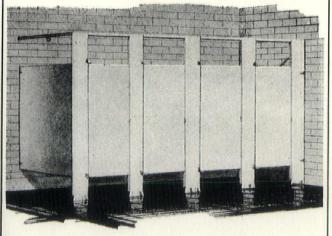
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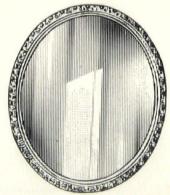
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At Cedar Hills, an electric heat pump provides both heating **and** cooling. Waste heat from internal sources is reclaimed and cir-

culated throughout the building.

Operating economies resulting from the total-electric concept appeal to school planners more than ever before. Mounting construction and operating costs make the reliability and economies of the total-electric concept especially attractive to economy-seeking school authorities.

Cedar Hills School

Oak Creek, Wisconsin

For more information call

WISCONSIN electric power COMPANY

Joseph H. Flad Elected To College of Fellows



Joseph H. Flad, a Madison architect for 20 years, has been elected to the College of Fellows of The American Institute of Architects. This is a lifetime honor bestowed for his notable contributions to the advancement of the profession of architecture. He will be formally invested during special ceremonies at the annual convention of the AIA in Chicago, June 22-26.

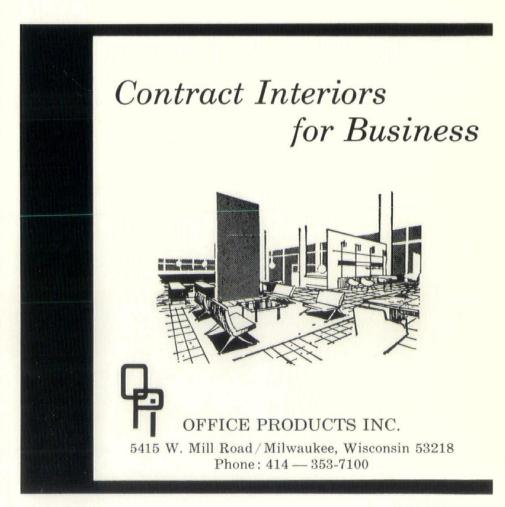
Although AIA is the 23,300-member national professional society of architects, only 893 members have been advanced to Fellowship. As a Fellow, Mr. Flad will have the right to use the initials FAIA following his name to symbolize the esteem in which he is held by his peers. Other than the Gold Medal, which may be presented to a single architect from any part of the world, Fellowship is the highest honor which The Institute can bestow on its members.

Mr. Flad was born in Madison in 1922, and received a B.S. in Business Administration from the University of Wisconsin and his architectural education at Iowa State University. A member of AIA for 15 years, his national committee activities have included Regional Director of the North Central States Region (which includes Wisconsin, Minnesota, North Dakota and

South Dakota) and presently represents these states as a member of the National AIA board of directors. He currently is assigned to the Professional Practice Commission with specific duties with the National Committee of Professional Consultants, Architect-Engineer Liaison and Building Industry Coordination, AGC-AIA Liaison. He is also a member of the AIA Task Force on Turnkey and AIA Task Force on the Standards of Professional Practice. Previously he served on the committees Production Office Procedures and Hospital Architecture. In 1954, he became a member of the Wisconsin Chapter, AIA, and has since served on several State committees in addition to President of the Chapter for 2 years. He also has been active in civic and cultural affairs in Madison.

Mr. Flad is president of the firm of John J. Flad & Associates which has designed many educational, medical and commercial buildings in Wisconsin and surrounding States and numbers twenty-three architectural awards for excellence in design. Among the buildings designed in Madison are La-Follette High School, Anchor Savings & Loan, National Guardian Life, Methodist Hospital, Madison General Hosppital Rehabilitation and Psychiatric Addition, Madison Medical Center, Van Vleck Hall and Russell Lab. on the University Campus. His firm has recently completed drawings on the new WARF 13-story office building, the University of Wisconsin Communication Arts Building and the University Park Corp. Shopping Center. The last two projects are located in the 6, 7, 800 redevelopment blocks on University Avenue. Drawings are presently being developed for the First National Bank Building and Parking ramp.

Mr. Flad and his family reside at 5506 Barton Road in Madison, Wisconsin.



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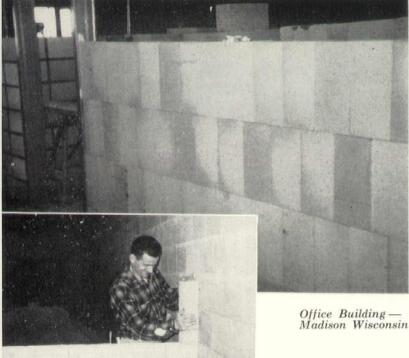
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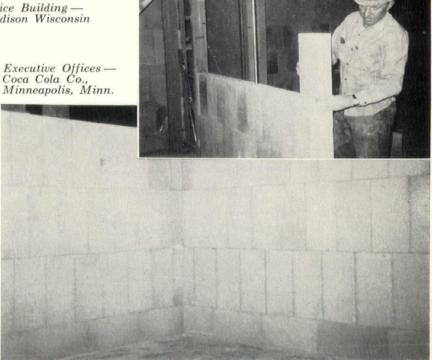
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